CONSUMER MAGAZINE AD LINAGE

	August 1991	August 1990	Year-to-date 1991	Year-to-date 1990
■ Auto/cycle/rec. vehicles				
AutoWeek (52X)	113.8	125.6	1,025.9	1,186.9
Automobile Magazine C.	66.8	69.2	536.1	513.9
Car & Driver C.	98.6	118.3	846.2	839.4
Car Collector & Car Classics	27.0	21.0	174.0	170.0
Car Craft	58.7	68.3	485.4	562.5
Circle Track	73.6	73.6	661.3	664.7
Cycle	45.3	35.4	340.8	337.5
Cycle World	45.2	32.2	380.0	372.1
Dirt Rider	31.0	38.1	326.8	337.3
Dune Buggies & Hot VWs	80.9	79.0	557.2	571.9
Easyriders	37.1	30.2	311.3	218.8
Family Motor Coaching	158.0	169.2	1,309.5	1,338.3
Four Wheeler C.	76.0	91.5	617.1	663.6
Hot Rod C.	56.1	67.8	513.0	550.2
Motorcyclist	47.4	32.6	385.1	352.2
Motor Trend C.	47.8	107.0	565.9	601.9
Motorhome	86.1	94.2	654.6	765.5
Petersen's 4 Wheel	84.3	89.7	567.9	654.7
Rider	27.9	26.7	261.6	276.7
Road & Track C.	68.7	95.2	713.3	734.3
Trailer Life	79.8	90.1	664.9	731.4
Total Group	**1,429.8**	**1,554.9**	**11,897.9**	**12,444.0**
% change	**-8.0%**		**-4.4%**	
■ Boating & yachting				
Boating	70.6	78.4	760.4	1,011.4
Chesapeake Bay	24.5	36.5	234.7	349.0
Cruising World	89.9	101.4	805.4	855.8
Lakeland Boating (11X)	51.9	56.0	514.7	637.5
Motor Boating & Sailing	66.1	72.0	776.8	974.3
Sail	92.8	91.7	792.8	868.0
Sailing World	41.7	54.3	385.8	418.3
Trailer Boats (11X)	27.8	27.5	438.5	536.6
Yachting C.	85.4	103.5	888.2	1,061.4
Total Group	**550.6**	**621.3**	**5,597.1**	**6,712.3**
% change	**-11.4%**		**-16.6%**	
■ Civic/fraternal				
Elk (10X)	16.5	17.3	111.9	110.6
Kiwanis	26.5	16.6	128.6	118.1
Lion (10X)	—	—	56.2	33.7
Rotarian	10.2	12.6	120.1	121.8
V.F.W. (11X)	27.7	31.0	197.4	195.8
Total Group	**80.9**	**77.5**	**614.2**	**580.0**
% change	**4.4%**		**5.9%**	
■ General				
American Health (10X) C.	—	—	197.0	298.2
American Heritage (8X) C.	—	—	204.6	98.7
American Legion	25.0	31.7	256.1	228.5
Art & Antiques (10X) C.	—	—	343.5	476.2
ARTnews (10X)	—	—	533.5	721.2
The Atlantic A. C.	38.9	31.1	382.5	397.9
Bon Appetit A. C.	55.3	67.2	560.3	653.6
Buena Salud	24.3	—	209.9	107.9
Cable Guide C.	25.5	24.5	195.2	214.2
Caribbean Travel & Life (7X)	—	—	222.9	154.7
Conde Nast Traveler C.	45.5	60.1	617.9	636.3
Connoisseur C.	19.3	24.2	314.3	420.9
Consumers Digest (6X) C.	—	—	86.4	98.5
Cooking Light C.	—	—	230.7	237.3
Country America (10X) C.	—	—	271.5	177.7
Departures N. America (6X)	42.5	31.7	214.9	161.5
Ebony C.	66.4	74.4	620.9	702.4
Endless Vacation (8X) C.	—	—	127.8	187.7
European Travel & Life (10X) C.	21.0	33.8	261.7	308.0
Food & Wine C.	36.3	38.9	335.5	429.6
Golden Years (6X)	—	—	112.7	132.9
Gourmet C.	50.1	56.7	665.3	752.7
Harper's Magazine A. C.	25.5	24.5	237.1	242.8
Islands (6X)	—	—	326.7	243.0
Kiplingers Personal Finance C.	34.7	53.8	355.0	426.4
Let's Live	33.0	49.0	338.0	384.0
Life C.	31.3	25.8	319.5	422.2
Longevity C.	40.8	37.0	349.5	278.2
Mature Outlook (6X) C.	—	—	163.1	140.6
Modern Maturity (6X) C.	30.4	38.5	128.1	148.1
Money C.	80.7	76.1	731.9	784.0
National Geographic C.	20.9	19.8	183.3	173.9
National Geographic Traveler (6X) C.	—	—	168.7	184.2
Natural History C.	23.2	28.8	245.8	317.9
New Choices C.	—	20.4	200.3	214.1
Prevention C.	29.8	32.1	310.4	366.8
Reader's Digest A. C.	41.9	64.9	546.5	680.6
Saturday Evening Post (9X) C.	—	—	168.3	183.5
Smithsonian C.	46.6	52.0	527.9	598.2
Spin C.	56.5	42.9	348.8	330.3
Town & Country C.	61.3	74.0	569.5	875.2
Travel-Holiday C.	—	26.1	306.3	289.8
Travel & Leisure C.	50.4	65.5	805.8	855.7
Travelhost A.	124.2	117.3	974.1	973.6
Vanity Fair C.	75.6	75.5	715.5	763.7
Yankee C.	41.3	52.5	427.1	476.5
Total Group	**1,297.9**	**1,450.6**	**10,412.1**	**10,050.1**
% change	**-10.5%**		**-9.1%**	
■ Home				
Architectural Digest A. C.	116.5	219.0	815.9	1,195.5
Better Homes & Gardens C.	81.3	83.2	797.5	807.6
Colonial Homes (6X) C.	34.7	27.3	187.0	188.7
Columbus Monthly-Homes (4X)	—	—	64.4	88.9
Country Home (6X) C.	49.2	40.6	233.7	228.4
Country Life (6X)	—	—	195.0	197.0
Country Living C.	73.2	84.6	596.7	702.6
Decorating Remodeling (8X) C.	54.0	32.8	246.3	238.0
Family Handyman (10X) C.	—	—	299.3	242.0
Florida Home & Garden	16.4	34.5	284.9	499.0
Flower & Garden (6X)	—	—	130.4	125.2
HG C.	45.6	49.9	522.6	619.1
Home C.	27.4	29.4	348.9	414.6
Home Mechanix C.	—	—	275.2	339.5
Homeowner (10X) C.	32.2	—	184.8	165.9
Horticulture (10X)	50.8	28.3	342.0	351.5
House Beautiful C.	46.8	53.1	435.7	464.8
Metropolis (10X)	—	—	316.7	358.7
Metropolitan Home C.	45.7	90.7	509.9	724.7
Midwest Living C.	56.0	63.1	275.9	277.8
1,001 Home Ideas C.	40.3	40.6	338.2	451.9
Organic Gardening (9X) C.	—	—	292.6	265.8
Phoenix Home/Garden	34.8	41.7	374.2	486.9
Practical Home-owner (9X) C.	47.9	50.6	299.2	254.2
San Diego Home/Garden	44.2	68.2	495.5	572.5
Southern Accents (11X) C.	—	—	275.4	438.6
Southern Living C.	59.4	65.4	738.3	821.0
Sunset Magazine A. C.	65.3	98.3	907.3	991.8
Workbench (6X)	—	—	119.5	102.8
Total Group	**1,021.6**	**1,201.1**	**10,902.7**	**12,607.9**
% change	**-15.0%**		**-13.5%**	
■ In-flight & other passenger				
Aboard Group (6X)	—	—	150.3	168.3
Alaska Airlines	42.3	59.8	412.0	561.5
America West Airlines	48.2	66.2	510.0	624.0
American Way (24X) C.	101.5	112.1	922.5	1,101.8
Continental Profiles	35.3	45.8	308.6	403.4
Delta Sky C.	54.4	59.6	498.4	553.2
Pan Am Clipper	22.8	36.0	235.9	358.6
Southwest Spirit	54.0	55.3	436.2	424.8
Spirit of Aloha	38.3	37.8	281.1	276.7
TWA Ambassador (10X)	26.7	32.4	208.5	298.1
United Vis 'A Vis	62.9	68.5	531.7	545.0
US Air Magazine	63.8	64.6	515.4	491.4
Total Group	**550.2**	**638.1**	**5,010.6**	**5,806.7**
% change	**-13.8%**		**-13.7%**	
■ Men's				
Esquire A. C.	53.2	89.7	491.5	747.8
Firehouse Magazine	29.0	41.4	337.9	312.4
Gentlemen's Quarterly A. C.	105.3	152.2	877.0	1,108.9
M Inc. C.	53.3	69.0	343.7	468.6
Men's Fitness	36.0	20.7	278.7	220.1
Men's Health (6X)	—	—	94.4	106.7
Muscle & Fitness C.	113.6	98.7	944.6	834.9
Penthouse A. C.	63.1	37.1	482.0	407.2
Playboy A. C.	48.0	41.0	476.2	442.0
Total Group	**501.6**	**549.8**	**4,326.0**	**4,646.6**
% change	**-8.8%**		**-6.9%**	
■ Metropolitan				
Aloha (6X)	—	—	138.0	173.0
Annapolitan	35.7	51.5	310.4	519.0
Atlanta	77.5	80.0	621.3	651.2
Baltimore	39.9	49.5	359.5	459.2
Boston	93.7	100.5	616.2	798.3
Chicago	50.7	62.7	551.5	669.6
Chicago's North Shore	79.5	88.1	598.1	709.5
Cincinnati	21.7	34.4	245.5	301.1
Cleveland	39.7	31.2	311.8	349.5
Columbus Monthly	29.3	37.1	342.3	465.6
Connecticut	58.3	63.7	467.0	659.4
D/Magazine	56.3	51.0	386.6	439.7
Detroit Monthly	38.0	44.0	344.0	437.0
Diablo	43.6	45.2	440.6	548.2
Grand Rapids	16.7	27.3	197.7	263.1
Gulf Coast (13X)	38.0	38.0	513.8	327.0
Honolulu	89.1	100.8	391.9	444.6
Houston Metropolitan Magazine	66.6	58.5	492.3	513.7
Inside Chicago (8X)	—	—	76.7	110.8
L.A. Style	67.5	108.5	560.5	830.6
Los Angeles	127.9	159.2	749.6	1,096.8
Louisiana Life (6X)	—	—	110.8	120.9
Madison	28.0	38.0	260.0	322.0
Memphis	101.0	109.0	426.9	453.1
Mid Atlantic Country	59.3	49.4	421.0	367.1
Milwaukee	57.8	58.5	446.0	451.3
Minneapolis/St. Paul	104.3	87.7	655.6	786.4
Minnesota Monthly Mag.	61.9	61.4	407.0	503.4
New Jersey Monthly	55.9	64.9	356.2	523.2
New Mexico	51.4	60.0	344.2	350.3
New York Woman (10X)	24.6	33.7	190.0	261.7
Ohio	62.2	43.0	374.7	411.5
Orlando	67.1	76.3	682.6	724.6
Pacific Northwest (11X)	59.8	36.8	258.3	375.7
Palm Beach Life	22.1	23.9	298.6	467.9
Palm Springs Life	38.4	40.8	797.4	860.1
Philadelphia	142.3	156.9	833.2	1,003.1
Phoenix	24.2	43.1	215.6	290.2
Pittsburgh	57.2	54.7	497.7	516.8
Rhode Island Monthly	36.5	61.3	294.5	441.3
Sacramento Magazine	37.0	48.7	383.3	456.4
St. Louis	35.0	44.6	338.0	357.1
San Diego	117.4	153.2	777.4	1,039.9
San Francisco Focus C.	87.0	96.0	551.5	734.1
Sarasota (10X)	—	—	458.2	592.0
South Florida Magazine	31.6	47.9	372.5	659.6
Texas Monthly C.	87.9	89.6	833.9	857.9
The Washingtonian	95.0	112.2	745.0	997.4
Total Group	**2,614.4**	**2,922.5**	**21,045.0**	**25,801.5**
% change	**-10.5%**		**-18.1%**	
■ Music/entertainment				
Audio	52.5	75.6	567.6	652.7
Dance Magazine	36.9	35.7	436.0	430.5
Playbill	33.6	32.2	320.0	347.7
Premiere C.	47.3	51.2	432.2	488.6
Video Magazine	68.4	61.6	538.5	514.1
Total Group	**238.7**	**256.2**	**2,294.3**	**2,433.6**
% change	**-6.8%**		**-5.7%**	
■ Outdoor & sport				
Alaska	31.3	36.7	326.9	318.9
The American Handgunner (6X)	—	—	220.0	228.0
American Hunter	20.7	22.2	120.5	145.0
American Rifleman	26.5	31.0	164.4	186.9
Backpacker (8X) C.	32.8	35.1	190.2	173.6
Bassmaster (10X) A. C.	—	—	449.8	490.4
Bicycling (9X) C.	73.6	75.2	733.4	796.3
Body Boarding (8X)	38.9	63.8	162.6	191.1
Ducks Unlimited (6X)	—	—	100.3	104.1
Field & Stream C.	38.2	37.7	476.3	518.2
Fishing World (6X)	—	—	117.5	179.1
Flex	82.8	63.3	626.8	521.5
Florida Sportsman	61.8	99.2	842.1	1,024.5
Golf Digest C.	74.9	78.8	827.1	926.9
Golf Illustrated C.	46.6	47.9	362.0	413.9
Golf Magazine C.	76.3	59.0	758.0	826.1
Guns	40.0	38.0	272.0	310.0
Guns & Ammo	34.9	41.0	283.7	356.1
In-Fisherman (7X)	—	—	347.5	355.2
Outdoor Life C.	38.9	47.6	476.1	514.2
Outside Magazine C.	49.7	52.7	546.9	493.1
Petersen's Hunting	48.9	63.0	273.3	325.1
Runner's World (12X) C.	44.5	37.4	379.9	291.1
Salt Water Sportsman C.	51.7	64.4	672.8	827.6
Shooting Times	40.2	37.5	234.6	241.6
Sierra (6X)	—	—	165.9	131.8
Ski (8X) A. C.	—	—	301.6	292.8
Skiing (7X) A. C.	—	—	229.6	230.0
Skin Diver C.	118.2	122.3	983.6	991.8
Southern Outdoors (9X)	—	—	247.2	267.1
Southern/Western Links (6X)	—	—	139.0	131.3
Sport Magazine C.	31.7	27.9	252.4	231.5
Sports Afield C.	46.9	78.1	477.6	516.2
Surfing	60.3	73.7	470.0	578.3
Tennis C.	54.8	46.1	469.2	483.3
Volleyball (9X)	41.2	—	172.6	28.3
Waterski (10X)	48.0	59.0	476.0	512.0
Western Outdoors (9X)	22.2	26.0	162.7	222.2
Wind Surfing (8X)	41.6	45.1	324.6	374.3
World Tennis C.	30.8	26.5	289.6	287.9
Total Group	**1,448.9**	**1,536.0**	**15,126.3**	**16,038.6**
% change	**-5.7%**		**-5.7%**	
■ Photography				
American Photo (6X) C.	—	—	202.9	193.8
Petersen's Photographic	30.4	18.3	276.3	193.4
Popular Photography C.	102.9	97.6	842.3	802.9
Total Group	**133.3**	**115.9**	**1,321.4**	**1,190.1**
% change	**15.0%**		**11.0%**	
■ Science/electronic/mech				
Discover C.	25.0	27.3	227.4	265.4
Home Office Computing C.	27.3	32.2	265.5	357.0
Omni C.	46.5	45.5	434.3	389.3
Popular Mechanics C.	44.2	63.4	456.0	518.2
Popular Science C.	40.8	41.8	451.7	491.5
Scientific American C.	23.8	33.9	360.1	302.6
Spectrum C.	29.2	49.6	331.4	408.5
Total Group	**236.7**	**293.7**	**2,526.3**	**2,732.5**
% change	**-19.4%**		**-7.5%**	
■ Woman/fashion/service				
Bride's Magazine (6X) A. C.	525.5	584.0	2,220.1	2,354.9
Child (10X) C.	57.8	48.1	337.4	329.1
Cosmopolitan A. C.	131.0	132.6	1,258.2	1,344.8
Elegant Bride (6X)	193.1	140.5	694.6	637.6
Elle C.	104.9	151.4	955.8	1,256.4
Essence C.	75.2	68.4	502.9	575.1
Family Circle (17X) A. C.	76.7	99.0	901.5	1,032.6
Glamour C.	125.3	181.7	1,039.7	1,146.7
Good Housekeeping A. C.	102.9	108.9	979.9	1,051.5
Harper's Bazaar C.	67.2	88.6	624.8	771.2
Health C.	—	—	275.0	253.1
Imagen	61.6	94.6	553.3	678.5
Ladies' Home Journal C.	74.6	91.4	906.6	936.6
Lear's C.	34.1	41.9	289.4	398.9
Mademoiselle C.	104.3	134.2	817.7	948.5
McCall's C.	68.0	55.6	618.5	615.9
Military Lifestyle (10X)	—	—	342.0	614.2
Mirabella C.	54.0	56.7	529.6	597.0
Modern Bride (6X) C.	508.2	540.8	1,927.8	1,892.4
New Woman C.	43.4	63.8	471.1	585.4
Parenting (10X) C.	69.2	62.6	485.8	441.9
Parents Magazine A. C.	92.7	104.5	838.5	903.0
Redbook C.	68.2	68.4	666.6	710.3
Self C.	58.6	76.9	572.7	789.7
Seventeen C.	146.3	191.6	668.6	879.0
Shape C.	52.7	50.0	435.0	423.9
Soap Opera Digest (26X) C.	26.2	18.8	263.8	248.9
Teen Magazine	81.2	74.8	370.4	388.3
True Story A. C.	47.0	47.9	333.7	421.4
Victoria C.	33.7	34.4	307.0	332.5
Vogue C.	183.0	232.5	1,465.3	1,682.3
W Magazine (26X) C.	143.7	117.3	683.9	826.1
Weddings West (2X)	—	—	215.3	37.2
Weight Watchers C.	29.3	31.6	258.3	269.8
Woman's Day (15X) A. C.	81.8	64.7	742.5	899.1
Workbasket (6X)	—	—	101.1	55.3
Working Mother C.	39.4	56.1	418.8	465.0
Working Woman C.	43.2	57.6	509.3	590.7
Total Group	**3,603.8**	**3,931.9**	**25,582.4**	**28,384.6**
% change	**-8.3%**		**-9.9%**	
■ Youth				
Boys' Life C.	8.0	13.0	117.7	125.7
Campus Life (10X)	—	—	258.0	232.4
Total Group	**8.0**	**13.0**	**375.7**	**358.1**
% change	**-38.7%**		**4.9%**	
■ Business/national				
Barron's	96.3	112.7	961.0	1,102.9
Black Enterprise C.	60.4	96.9	619.3	647.6
Business Week (52X) A. C.	134.1	186.1	1,930.6	2,499.1
Economist (52X) C.	158.9	123.5	1,463.3	1,658.7
Entrepreneur C.	135.5	140.6	1,311.6	1,313.2
Entrepreneurial Woman (7X) C.	—	—	238.2	172.0
Financial World (26X) C.	42.9	67.2	416.3	670.9
Forbes (26X) C.	132.9	126.7	1,831.0	2,213.1
Fortune (26X) C.	159.1	121.5	1,621.5	2,015.9
Frequent Flyer	27.3	30.2	269.6	300.8
Futures	25.7	37.5	293.7	319.8
Harvard Bus. Review (6X) C.	—	—	202.2	229.5
Inc. Magazine C.	59.2	85.0	555.3	677.8
Income Opportunities	—	—	504.2	511.1
Industry Week (23X) A.	57.3	67.8	569.0	698.8
Nation's Bus. (12X) A. C.	16.4	19.5	187.9	193.3
Success C.	43.2	—	273.7	210.4
Total Group	**1,149.2**	**1,215.2**	**13,248.3**	**15,435.0**
% change	**-5.4%**		**-14.2%**	
■ Business/regional				
Bus. First-Columbus (52X)	74.3	89.2	765.6	705.8
Bus. Jrnl.-Milwaukee (52X)	100.8	114.8	903.2	1,142.7
Bus. Jrnl.-Sacramento (52X)	114.0	109.1	642.1	724.8
Bus. North Carolina	22.3	47.8	255.8	330.0
Capital Dist. Business Review (52X)	59.1	63.3	606.8	547.2
Caribbean Business	131.5	166.7	776.8	974.1
Corporate Rpt. Minnesota	48.3	51.1	380.4	410.2
Crain's Chicago Bus. (52X)	81.7	125.5	840.4	1,094.2
Crain's Cleveland Bus. (52X)	38.2	49.8	456.5	590.0
Crain's Detroit Bus. (52X)	50.1	74.7	500.2	690.1
Crain's New York Bus. (52X)	44.0	56.0	462.0	512.0
Florida Trend (13X)	35.4	31.1	295.0	362.1
Georgia Trend	26.2	20.3	272.8	327.4
Grand Rapids Bus. Jrnl.	47.9	46.2	412.1	427.9
Hawaii Business	118.2	133.3	436.0	465.8
Houston Bus. Jrnl. (52X)	101.0	75.0	913.6	536.7
Indianapolis Bus. Jrnl. (52X)	120.3	158.8	1,021.7	1,214.2
Nashville Business & Lifestyle B.	21.9	—	161.4	—
New England Bus. (12X) A.	17.5	28.2	174.3	244.3
New Orleans City Bus.	71.0	50.8	619.9	445.0
Pacific Bus. News (52X)	117.6	124.8	870.7	850.6
Philadelphia Bus. Jrnl (52X)	70.2	93.6	610.7	678.8
Pittsburgh Bus. Times (52X)	48.4	111.9	440.1	775.7
Providence Business News	57.7	54.1	488.2	495.2
Regardie's/Washington (7X)	75.0	90.0	427.0	776.0
St. Louis Bus. Jrnl. (52X)	124.0	98.0	875.4	736.7
Warfield's/Maryland (26X)	58.7	48.7	425.0	462.0
Total Group	**1,853.5**	**2,112.6**	**14,872.6**	**16,519.4**
% change	**-12.3%**		**-10.0%**	
■ National Sunday mags				
Parade (52X) C.	51.7	46.4	477.5	444.9
USA Weekend (52X) C.	50.0	46.2	422.4	424.4
Vista Magazine (12X)	13.3	19.8	114.9	150.7
Total Group	**114.9**	**112.4**	**1,014.8**	**1,019.9**
% change	**2.3%**		**-0.5%**	
■ Newspaper Sunday magazine				
Boston Globe	97.9	118.7	888.5	1,245.0
Chicago Tribune	68.2	90.2	686.5	928.7
Cleveland Plain Dealer	47.8	64.1	332.0	455.5
The Dallas Morning News	40.0	52.0	352.9	402.3
Detroit Free Press	26.0	46.0	268.0	403.0
L.A. Times C.	99.8	54.4	555.0	587.5
New York Times Mag. C.	188.1	252.4	1,652.3	2,238.9
Philadelphia Inquirer	51.6	60.1	487.8	690.1
Seattle Times	70.0	79.0	528.0	615.0
St. Louis Post Dispatch	75.5	66.3	634.8	585.0
Toledo Blade Magazine	25.1	33.9	254.1	280.6
Washington Post	52.8	76.8	571.6	803.0
Total Group	**842.8**	**903.8**	**7,211.5**	**9,234.6**
% change	**-15.2%**		**-21.9%**	
■ Weeklies/bi-weeklies				
The Advocate (26X)	144.8	244.8	1,450.9	1,177.2
Army Times Military Group:				
Air Force Times (52X)	110.0	109.3	1,104.6	1,156.7
Army Times (52X)	107.5	110.7	1,079.6	1,156.3
Navy Times (52X)	116.4	122.9	1,154.9	1,223.9
Capper's (26X)	20.1	18.2	215.1	228.9
Commonweal (22X)	0.3	3.3	49.1	64.5
Entertainment Weekly (52X) C.	71.8	76.8	521.8	523.7
Golf World (41X) C.	139.9	119.7	1,141.5	1,138.0
Grit (52X) A.	19.6	26.9	244.3	289.3
Jet (52X) C.	75.0	77.2	670.5	674.4
National Journal (50X) C.	23.0	26.0	359.3	424.8
National Review (25X)	24.0	15.0	260.7	234.8
New Republic (48X)	21.1	13.7	299.4	290.9
New York Mag. (50X) C.	130.8	157.8	1,289.1	1,546.6
New Yorker C.	84.5	113.8	977.0	1,268.7
Newsweek (52X) A. C.	101.1	130.8	1,101.2	1,326.6
People (51X) C.	182.1	226.6	1,842.1	2,151.4
Rolling Stone (25X) C.	113.5	151.4	963.7	1,161.2
Sporting News (52X) C.	35.1	39.2	267.9	335.1
Sports Illustrated (52X) A. C.	152.4	152.4	1,330.8	1,560.9
Time (52X) A. C.	115.3	149.6	1,244.1	1,568.9
TV Guide (52X) A. C.	125.7	143.5	1,446.5	1,740.2
US Magazine (26X) C.	32.6	43.7	291.8	450.7
U.S. News & World Report (50X) A. C.	132.2	122.8	1,102.4	1,182.3
Total Group	**2,078.7**	**2,396.0**	**20,408.3**	**22,855.9**
% change	**-13.2%**		**-10.7%**	

NOTES: Linage is given in paid ad pages. (X) represents the number of times published each year; publications are monthly unless otherwise specified. A. Sectional linage included but prorated to circulation of regional editions. B. Incomplete report not included in group total and % change. C. Figures supplied by Publishers Information Bureau. All other figures are supplied by the magazines. *Ad Age* makes no attempt to verify figures and is not responsible for inconsistencies or errors. Compiled by Kathy Welyki.

All-new Camry gets $120M in ads

By Cleveland Horton

Toyota is laying the groundwork for an all-out war against Honda.

Toyota Motor Sales USA has put $120 million in advertising behind its all-new Camry, a midsize sedan that competes directly with American Honda Motor Co.'s Accord.

While the Camry is already Toyota's volume leader, the Accord is the best-selling car in the U.S.

Toyota's attack started subtly last week with a few print ads and TV spots, but for the next three weeks all Toyota spots will be devoted exclusively to the Camry.

Fully 40% of Toyota's estimated $300 million-plus overall ad budget will be devoted to the Camry, said Ren Rooney, corporate marketing manager. Overall ad spending will remain "about the same" as this year, but Camry spending will jump up 77%, he said.

At that level, the Camry campaign will rival total ad spending on Honda cars (excluding the upscale Acura division).

Honda is expected to spend heavily on two redesigned models —the Civic and Prelude—but it may have to reallocate its budget to defend Accord's turf.

Some observers are surprised by Toyota's direct competition with Honda.

"This is the first time a Japanese company has publicly stated it is taking on another Japanese company," said John Rettie, editorial director at J.D. Power & Associates.

Toyota isn't alone in singling out the Accord. Ford Motor Co. is committing $100 million-plus to advertising for its newly redesigned Ford Taurus and Mercury Sable. Taurus was the top-selling car before Accord jumped to No. 1 two years ago.

The Camry still has quite a way to go before claiming the best-seller bragging rights. Honda sold 410,561 Accords in 1990; Taurus ranked No. 2 with 313,274; Camry was fifth with 284,595. Toyota's goal is to sell 300,000 Camrys in 1992.

The Camry campaign is a distinct departure from Toyota's traditional advertising, positioning the car as star rather than people.

One of four announcement spots shows a number of narrow mirrors rising into the picture, eventually revealing a full side view of the Camry. The voice-over notes how a car often reflects the values of the owner.

The announcement spots will be followed by four commercials concentrating on specific aspects of the new car.

The special effects-laden commecials feature longtime Toyota announcer actor Martin Sheen and push four aspects of the sedan: increased interior space, added safety, reduced interior noise and added power.

All the Camry ads, including print executions, carry a new theme line: "We just couldn't leave well enough alone."

The 2-year-old tagline "I love what you do for me" is in the ads but isn't spoken in the TV spots.

Saatchi & Saatchi DFS/Pacific, Torrance, Calif., handles the account.

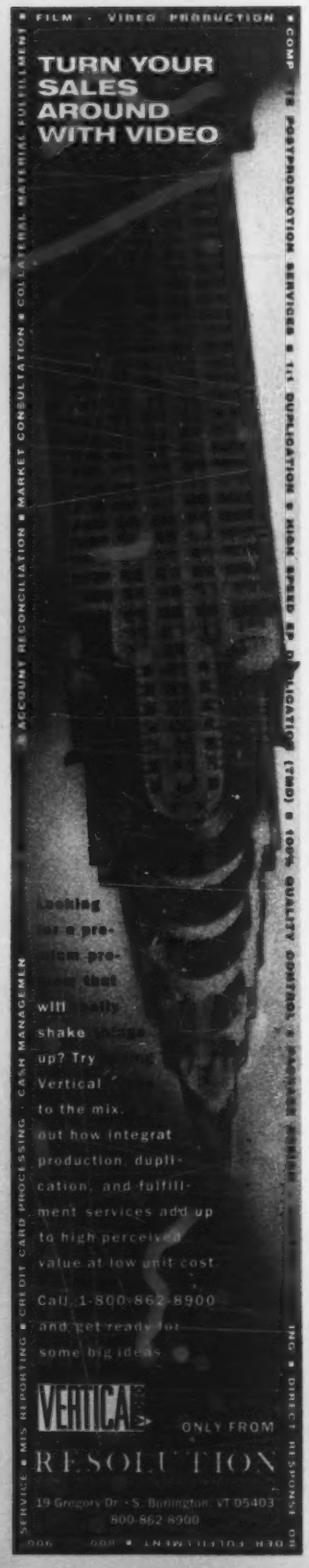
One Camry spot features Toyota's Georgetown, Ky., plant, where Camrys are assembled. The "made in America" theme may make it more appropriate for the spot markets in the Midwest, where the domestic car companies dominate, as opposed to the coasts.

Some observers believe Toyota needs to focus more attention on individual models rather than relying on the company's reputation for building reliable cars.

"Toyota itself is such a strong brand that in some cases it overshadows individual models," said Chris Cedergren, senior VP at Auto Pacific Group, a consultancy.

Apart from the Camry ads, Toyota has a bank of 20 commercials for its other models, each featuring people interacting with their cars. □

Raymond Serafin contributed to this story.



Clutter

(Continued from Page 1)

cording to the Television Bureau of Advertising.

The increase is significant because the number of 15-second spots airing weekly during the period dropped 7.4%. That indicates the increased volume wasn't because more shorter-length spots were being sold but because there was more commercial time.

Network sources say NBC started increasing the number of commercials around 1986 when it began adding units to the hit prime-time series "The Cosby Show" from lower-price shows in its prime-time lineup.

ABC moved more units into some of its successful half-hour comedies, said a former ABC sales executive.

The trend continued throughout the 1980s, the executive said, but has gone undetected.

Now, agency media executives say they plan to increase scrutiny of network clutter.

"We're going to use whatever devices we can to monitor programming time and commercial time to see exactly what kind of abuses are being made by the networks. And we will make it an issue with our clients," said Michael Drexler, exec VP-media director of Bozell.

"We're going to use whatever devices we can to monitor programming time and commercial time. . . ."

He said the ad community will expand monitoring of all network non-programming time, including commercials and promo spots, using a variety of services including Nielsen Media Research's Monitor-Plus commercial tracking system.

Mr. Drexler predicted that the 1990 Television Commercial Monitoring Report, to be released soon by the American Association of Advertising Agencies and the Association of National Advertisers, will show an increase in clutter and a decrease in the overall programming time of network TV shows.

In 1989, the Four A's and the ANA found that ABC was the least cluttered network with 10 minutes, 42 seconds of clutter per prime-time hour and CBS was the most cluttered with 11 minutes, 40 seconds. NBC had an average of 10 minutes, 58 seconds.

But a new study from the Network Television Association notes that the Big 3 are the least cluttered of all TV outlets.

The average non-program time per prime-time hour on the Big 3 was 12 minutes and 35 seconds, compared with 14 minutes, 16 seconds for Fox Broadcasting Co.

But agency media executives say the issue is no longer just paid commercialization but all non-programming time, including promotions.

The NTA study shows that the Big 3 networks air the highest level of national promo time: an average of 2 minutes per prime-time hour.

Bozell's Mr. Drexler said agency media executives plan to offer a compromise to CBS and any other network that wants to add commercial time to its programs.

Instead of limiting each show's commercial time, they want the networks to commit to a minimum amount of program time and then manage the non-programming portion however they see fit.

"As far as we're concerned, it doesn't make a difference whether it is a promo or another commercial, except for the fact that we don't want to see more competitive commercials added to a pod," Mr. Drexler said.

"If they want to add more commercials, for whatever their economic reasons are, it should come out of their promo time, not their programming time," he added. "That's the key issue that we want to fight."

One media director said agency media executives will also ask the networks to start reporting the length of programs they order from producers.

"Right now, they don't report anywhere what time lengths they request from producers when they order programs," he said. "We've asked, and they won't tell us. But we know that's what they're doing. They're going to the producers and saying, 'I asked you for 24 minutes last year, but I want 23 minutes this year.' We don't think that's in the viewer's best interest."

Meanwhile, CBS executives said they don't plan to make a final decision on the prime-time commercial shifts until November.

"We're faced with a situation with CBS maybe being able to break even this year," said Senior VP-Sales Joe Abruzzese. "We're not talking about making $300 million profit. . . . We're talking about keeping our head above water." □

Volvo

(Continued from Page 1)

pickup truck ran over a line of cars.

The reinforcement, not noted in the ad, prompted a probe by the Texas attorney general and caused Scali, McCabe, Sloves, New York, to resign the $40 million account.

The Federal Trade Commission last month ordered Volvo and Scali to pay $150,000 each for the deceptive advertising.

This time, "everything was documented via videotape and still photography," the source said.

The spot was directed by Doug Taub of Zuma Films, Santa Monica, Calif., using 10 cranes and 11 cameras to capture the crash in a single take. The "monster truck" commercial used several takes, which may have been a factor in the reinforcement decision.

"The production company and the agency made it clear that we shouldn't modify the car in any way," said Al Vardin, manager of Shelley Ward Enterprises, Aqua Dulce, Calif., which handled the setup of the cars and the crash.

Messner Vetere also created a 30-minute "infomercial" being tested on San Diego TV stations for six weeks.

Volvo's market share has slipped slightly, from 1.0% in the first eight months of 1990 to 0.9% in the same period in 1991, according to *Automotive News*. It isn't clear, however, that the ad scandal was the reason for the decline. □

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29, 30, 32-34, 38, 40-72